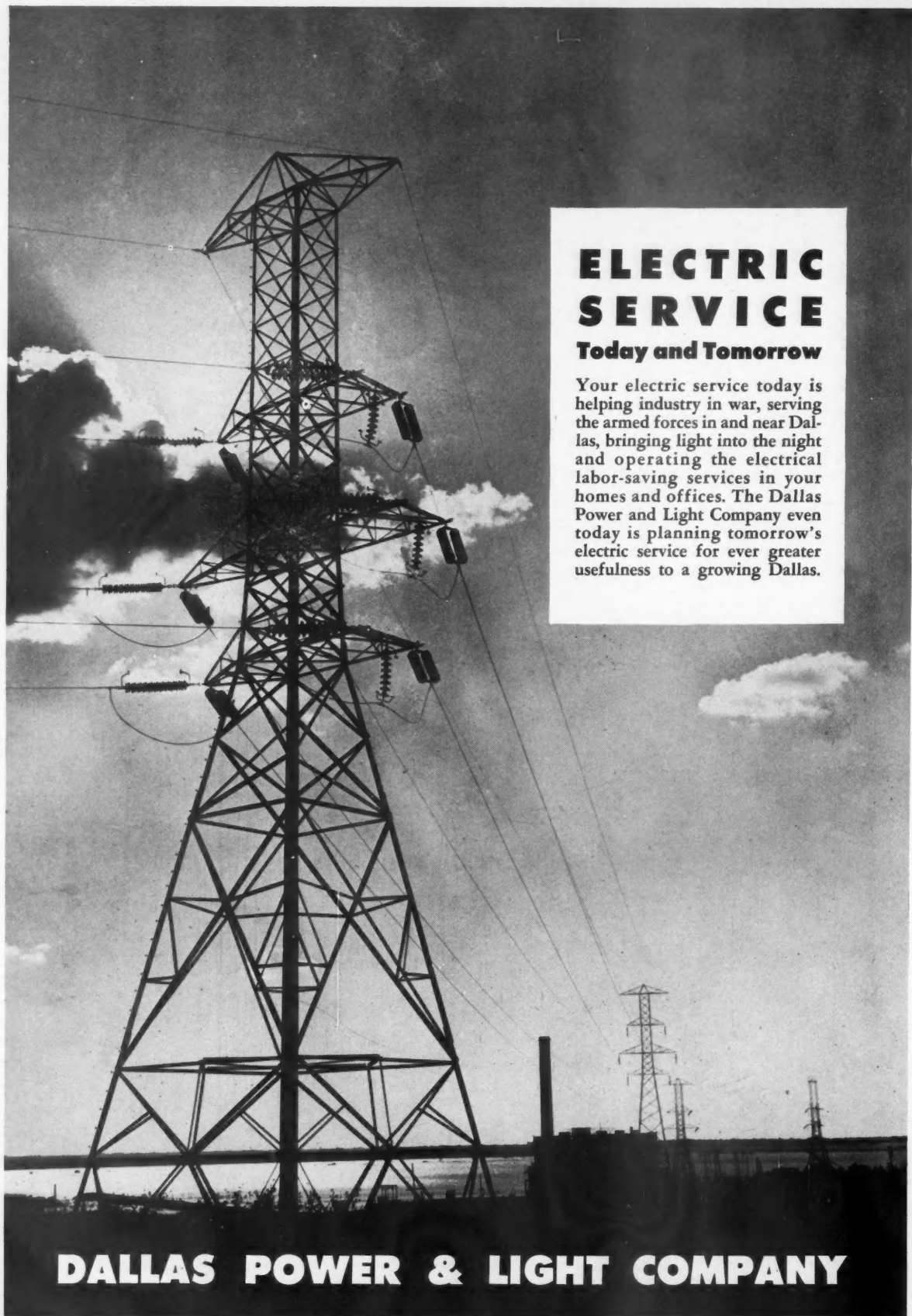


DALLAS

JANUARY 1945



The New General



ELECTRIC SERVICE

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Your electric service today is helping industry in war, serving the armed forces in and near Dallas, bringing light into the night and operating the electrical labor-saving services in your homes and offices. The Dallas Power and Light Company even today is planning tomorrow's electric service for ever greater usefulness to a growing Dallas.

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VOLUME 24

JANUARY, 1945

NUMBER 1

Established in 1922 by the Dallas Chamber of Commerce in the interest of Dallas and the Southwest, of which Dallas is the service center

CLIFTON BLACKMON Editor
VELMA BOSWELL Business Manager
ED FLOYD Advertising Manager



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of
Industrial Editors

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DALLAS CHAMBER OF COMMERCE

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DALLAS • JANUARY, 1945



Well informed about Water in Texas

Building Well Water Systems for municipalities and industries throughout the State has brought us in contact with virtually every type of earth formation in and under Texas.

With all of this data assembled and charted, we are in a position to give accurate reports on water availabilities in almost every part of the State.

Layne-Texas Company engineers and technicians will make valuable recommendations for a Well Water System that most adequately serves your needs, with highest efficiency and low operating cost.



The Year Ahead

THE YEAR OF 1945 unquestionably will be one of the most momentous in the history of this country. The events of the next twelve months will, in many important respects, vitally affect the future of the world.

Americans on the battle front and Americans on the home front are indeed making history, and the effectiveness of our collective effort will shape the destiny of mankind for generations still unborn. Under the circumstances, we must view the immediate future with a degree of seriousness in direct relation to the importance of impending events. The task which has fallen to the lot of this nation is so enormous that its tremendous responsibility can only be fully discharged by the united effort of all our citizens.

Every individual and every organization must contribute a full share of service if we are to succeed in meeting the many demands of this global conflict. The Dallas Chamber of Commerce recognizes the added responsibilities of this critical period. It must make its maximum contribution to the war effort. It must act as a coordinating factor to enhance the effectiveness of individuals and organizations in this community. It must plan to ease the shock to our domestic economy during the period of conversion from war to peace. It must rise above the purely practical concept of a peacetime commercial organization. It, of course, must be practical but it must also have vision and be actuated by unselfish patriotism. It must be broad enough and strong enough to represent adequately a membership that has made Dallas an outstanding success in all phases of war-time achievements.

The officers and staff of the Chamber are conscious of its responsibilities and determined to meet them. We realize, however, that ours is fundamentally a collective effort and the degree of our effectiveness is directly dependent on the type and extent of membership support. Therefore, for 1945, in pledging our best efforts, we stress the importance of your cooperation and urge that you resolve to do your part to create in Dallas an active unity of effort in this most critical year.

B F McRae

President, Dallas Chamber of Commerce.

B. F. McLain Continues As Chamber President

THE Dallas Chamber of Commerce will continue under the leadership of B. F. McLain for carrying forward its 1945 work program predicated, first, on the paramount task of solidifying the collective strength of Dallas for maximum community contribution to the winning of the war at the earliest possible time, and, then, on the making of adequate plans for the day of reconversion and general demobilization.

Mr. McLain, who has entered the final year of his second three-year term on the Chamber's board of directors, was unanimously re-elected president for a third year at a meeting of the directors December 15.

The board elected two new vice presidents at the same time: Holmes Green, secretary-treasurer of W. A. Green Company, and R. G. McCord, general manager of the mail order division of Sears, Roebuck & Company. A. H. Bailey, president of Higginbotham-Bailey Company, was re-elected vice president. J. C. Tenison, new president of the Dallas National Bank, was continued as treasurer. George Waverley Briggs, vice president of the First National Bank, was again chosen national councilor, in which capacity he serves as official contact man with the Chamber of Commerce of the United States.

The board includes seven new members elected for three-year terms during membership balloting which ended December

5. They are: Theo P. Beasley, president of the Republic National Life Insurance Company; Milton Brown, vice president of the Mercantile National Bank; W. B. Clayton, commercial vice president of the General Electric Company; D. A. Hulcy, president of the Lone Star Gas Company; Stanley Marcus, executive vice president of Neiman-Marcus Company; Clyde Stewart, division commercial superintendent, Southwestern Bell Telephone Company, and Flake Z. Williams, vice president and general manager, McKesson & Robbins, Inc. The new directors succeed Nathan Adams, chairman of the board of the First National Bank; Fred F. Florence, president of the Republic National Bank; John E. Mitchell, Jr., president of the John E. Mitchell Company; J. M. Penland, president of the Southwestern Drug Corporation; Walter L. Prehn, general manager of the Southwestern Bell Telephone Company; H. Fuller Stevens, former manager of the Hotel Adolphus; and the late Ernest R. Tennant.

New Vice Presidents Green and McCord succeed Mr. Mitchell and Mr. Prehn.

Directors expressed much satisfaction over Mr. McLain's willingness to continue serving the Dallas Chamber of Commerce as president during 1945, which opens with the prospect of many new and difficult problems because of the possible ending of the German phase of the war during the year and the real begin-



B. F. McLAIN

ning of reconversion to a peace-time economy.

"Difficult days are immediately ahead and the board feels that it is fortunate that the Chamber can keep as its president a civic leader so well experienced in the Chamber's affairs and so well informed regarding the multiplicity of problems involved in Dallas' continued development in the post-war period," said J. Ben Critz, vice president and general manager.

Mr. McLain, who has served as general manager of the Hart Furniture Company for most of the time since joining that organization in 1919, has a long record

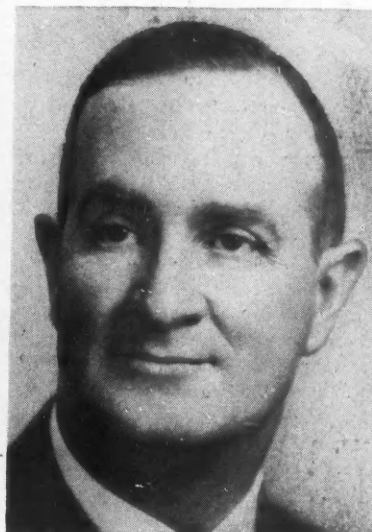
(Continued on Page 25)



A. H. BAILEY



HOLMES GREEN



R. G. MCCORD



Post-War Streets and Highways

TO thousands of Dallasites perhaps the most important phase of the master plan now being prepared by Harland Bartholomew is that dealing with extension, widening and addition to Dallas' admittedly antiquated street system.

A tremendous increase in the use of automobiles, and coincidentally, movement of home owners to the suburbs, has made obsolete a once adequate network of twisting, turning streets. Of primary importance to the man who drives his automobile to and from work is the provision, under the master plan, of thoroughfares, north, south, east and west, relieved of congestion.

A number of changes have been made at the suggestion of citizens in Dallas' blueprint of proposed street improvement

since a year ago when Mr. Bartholomew filed his comprehensive 123-page report on the major street plan, designed to provide trafficways over the next 25 to 40 years for a greater Dallas of more than 600,000 people.

A highway bill providing \$29,547,000 annually to Texas for three years after the war has been passed by Congress and signed by President Roosevelt. This is to be matched, as a cushion for post-war unemployment, with state funds, and a good share of the total will be available to cities such as Dallas, far ahead in plan-

ning, for sections of the proposed inter-regional highways within their limits.

The plan still includes routes through downtown Dallas for six interregional highways, linking Dallas with other major cities; fifteen six- to eight-lane radial streets for carrying vehicular traffic between the business district and residential sections; one express highway, Central Boulevard; three circumferential boulevards, including the inner-boulevard loop, or Memorial Boulevard; and improvements to seventy-eight existing crosstown thoroughfares.

Cost estimates on these projects are now being prepared by Mr. Bartholomew and will be presented soon, together with a suggested order of accomplishment. Preliminary estimates on the cost of Cen-

By Henry S. Miller
Chairman, Street and Highway
Committee, Greater Dallas
Citizens' Committee

SAFETY AND BEAUTY JOIN HANDS—This artist's conception of the projected clover-leaf Sylvan Street-Fort Worth Avenue grade separation, sketched from actual engineering drawings, is representative of the many such separations proposed as urgently needed in and around Dallas as part of the interregional highway system and major street program under the Greater Dallas Master Plan.

tral Boulevard are in the neighborhood of \$8,000,000 on routes recommended for interregionals within the city by Mr. Bartholomew.

Emphasis is given to street improvements in the central business district, with widening of virtually all major streets proposed as an eventuality, and the immediate establishment of building lines, beyond which new structures cannot extend, along the miles of streets for which widening is proposed.

Gasoline taxes and license fees, which will be paid during a twenty-five year period, are estimated as probably sufficient to pay a good share of the cost of the plan.

Proposed Memorial Boulevard, circling Dallas and linking all sections of the city, now extends from Fair Park along Second Avenue to connect with Washington; along Washington to the H. & T. C. tracks or Central Boulevard, where it will connect with Lemmon; along Lemmon to Hood; along Hood, across Maple Avenue to parallel the



HENRY S. MILLER

north side of Reverchon Park, reaching Oak Lawn Avenue near Dal-Hi Stadium; following Oak Lawn to Sylvan; along Sylvan to Davis; thence into Ninth, and finally via Tenth Street into Corinth and its proposed extension to Fair Park.

The revised route was arrived at after

numerous conferences with citizens from every section. Particularly in Oak Cliff was there considerable interest in selecting a proper routing through that section.

First and foremost in the local plan is long-projected Central Boulevard, approximately ten miles of thoroughfare designed to facilitate the flow of traffic from South Dallas and thence between North Dallas and the Park Cities and the downtown district. Minimum width will be 182 feet with overpasses and underpasses, twenty-one in all, at major intersections, as on interregional routes.

Central Boulevard extends from U. S. Highway 75 south of the city to an intersection with the old H.&T.C. tracks at Emery; follows the tracks north to Park Row; divides there, one prong going right into Lattimer and one left into St. George; from there following St. George into Pearl and Pearl into Preston.

The Preston Street prong will intersect the tracks again at Bryan Street. The Lattimer prong extends to Eureka, thence into an extension of Good Street, continuing along Good into the tracks at Bryan and from there following the

(Continued on Page 26)

TURTLE CREEK OF THE FUTURE—The artist visualizes a thousand-foot-wide scenic and recreational parkway and drive in the Greater Dallas plans for tomorrow. Pictured is the area north of the Missouri-Kansas-Texas Railroad overpass on Cedar Springs. Lee Park is shown in the center.



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WASHINGTON

By DALE MILLER

Representative of the Dallas Chamber of Commerce
in the Nation's Capital

Report on the Trinity—

THE Seventy-Eighth Congress of the United States passed into history on December 19, its final days characterized by such stormy controversy that a number of important legislative matters were left to die on the calendar like fruit in a neglected orchard. One of the principal



DALE MILLER

casualties was the Rivers and Harbors Bill, which would have authorized an expenditure of approximately \$500,000,000 for nearly 300 meritorious projects throughout the United States, including \$19,000,000 for the Trinity River in Texas. Congress did enact several days before adjournment a far-reaching Flood Control Bill, which included an authorization of \$32,000,000 for a comprehensive program of soil conservation throughout the Trinity River watershed, including, of course, the entire Dallas area. It is difficult to overestimate the importance of this program to the Trinity River basin, involving as it does the protection and reclamation of myriad thousands of acres of fertile soil in the Trinity watershed. Not to be overlooked is the fact that this soil conservation program has a direct relation to the eventual canalization of the Trinity, inasmuch as the water-flow retardation and soil-erosion prevention plan will reduce the cost of maintaining the Trinity channel and thus enhance the economic feasibility of canalizing the river.

Regardless of the unfortunate fate of the Rivers and Harbors Bill, it can, therefore, be truthfully said that the comprehensive Trinity program was considerably advanced during the Seventy-Eighth Congress. And there is further reason to believe that the fulfillment of the overall Trinity program was probably not delayed by the failure of Congress to enact the Rivers and Harbors Bill at this ses-

sion. Why this is true will be discussed shortly, but meanwhile some explanation of Congress' failure to enact the bill may prove of interest, since this failure resulted from one of the most curious political situations in recent legislative history.

The Rivers and Harbors Bill was first developed by the committee of that name in the House, and after it was reported out Congressman Elliott of California succeeded in securing adoption on the House floor of an amendment affecting the operation of the reclamation laws in the Central Valley of California. Briefly stated, the reclamation law prohibits any holdings in excess of 160 acres from having access to water from any Federal irrigation project; and inasmuch as many of the farms in that particular California area are larger than 160 acres Congressman Elliott's amendment sought to remove the limitation with respect to that particular district. It will be noted at once that this matter had nothing whatever to do with rivers and harbors, but inasmuch as the Central Valley Project was originally authorized in a rivers and harbors act a number of years ago the amendment was considered germane to the present bill.

When the measure next went to the Commerce Committee of the Senate, this amendment was deleted, and the bill as finally passed by the Senate contained no reference to it. The bill then went to conference for an adjustment of differences between the House and Senate bills, and since these differences were only minor it was considered highly unlikely that either house would fail to adopt the conference report. The House conferees, however, succeeded in reinserting the Elliott amendment, and the House then passed the conference report. Meanwhile, however, largely because of a strong objection of the Department of the Interior to any change in the reclamation laws, and also because of the threat of a presidential veto if this amendment were left in the bill, formidable opposition arose in the Senate and the bill was re-referred to the

conference committee. Because the Elliott amendment was of little consequence in comparison with the many important projects in the omnibus bill, it was expected that the conference committee would meet again and strike out the amendment, thus permitting the bill to be passed quickly by both houses.

It was at this point, however, that the "democratic processes" under which Congress functions actually operated to permit an autocratic defeat of this comprehensive and important legislation by a single man. The session was in its closing days and, inasmuch as the House had previously adopted the conference report, it was necessary "under the rules" to secure unanimous consent to return the bill to conference. While unanimous consent is customarily voted to permit further study by conferees, it is technically possible for a single member to block this procedure by interposing his personal objection. Consequently, Congressman Elliott had only to say, "Mr. Speaker, I object," and with that laconic statement the \$500,000,000 Rivers and Harbors Bill, for all practical purposes, was killed.

It would have been possible, of course, for the Senate to have receded from its opposition to the Elliott amendment and thus pass the bill in the form approved by the House, but there was no way to overcome the opposition of the strong group of Senators to this change in the reclamation laws, particularly in view of the ceremony of unlimited debate which prevails in the Senate and also in view of Mr. Elliott's uncompromising attitude which balked reconsideration of the conference report. The Rivers and Harbors Bill just died on the calendar, with no opposition to any of the rivers and harbors projects in the bill, and actually for no sensible or legitimate reason.

This political tragedy, consequently, was produced by a combination of two phenomena characteristic of our political system: First, the inherent weakness of "omnibus" bills which permit the inclusion of controversial amendments which are in no wise germane to the true character of the legislation; and, second, the power conveyed to a single sponsor of such an extraneous provision to scuttle a bill of nation-wide importance by the use of a political technicality. Ironically enough, this fate overtook the bill only after weeks of patient, persistent, and successful work on the part of its friends and sponsors to reconcile differences of opinion with respect to many policies and projects. It should be remembered that

(Continued on Page 21)

Opening a New Era on the Trinity

By Wayne Gard

Editorial Writer, Dallas Morning News

DALLAS' hopes for making the Trinity River navigable were only temporarily dashed by the technical snarl that shelved the Rivers and Harbors Bill in the last hours of the dying Congress. The big vote that both houses gave this measure suggests that it will find early favor in the new Congress.

Dallas ears will yet be tuned to steamboat whistles if this bill is enacted in 1945 and is followed by the complete canalization needed to free North Texas from discriminatory freight rates. In the meantime, the whole Trinity watershed will make bankable gains in soil conservation and flood control from another measure that went safely through Congress.

Prospects for commercial navigation of the Trinity up to Dallas and Fort Worth are as bright as they have been at any time since the days when Indians paddled silent canoes between its wooded banks. Federal surveys have established the engineering and economic feasibility of navigation, and canalization will be



WAYNE GARD

made easier and less expensive by the prior construction of additional reservoirs on the river's upper reaches, which the Rivers and Harbors Bill would authorize. These will make the river's flow more nearly stable—a factor as important in navigation as in flood control.

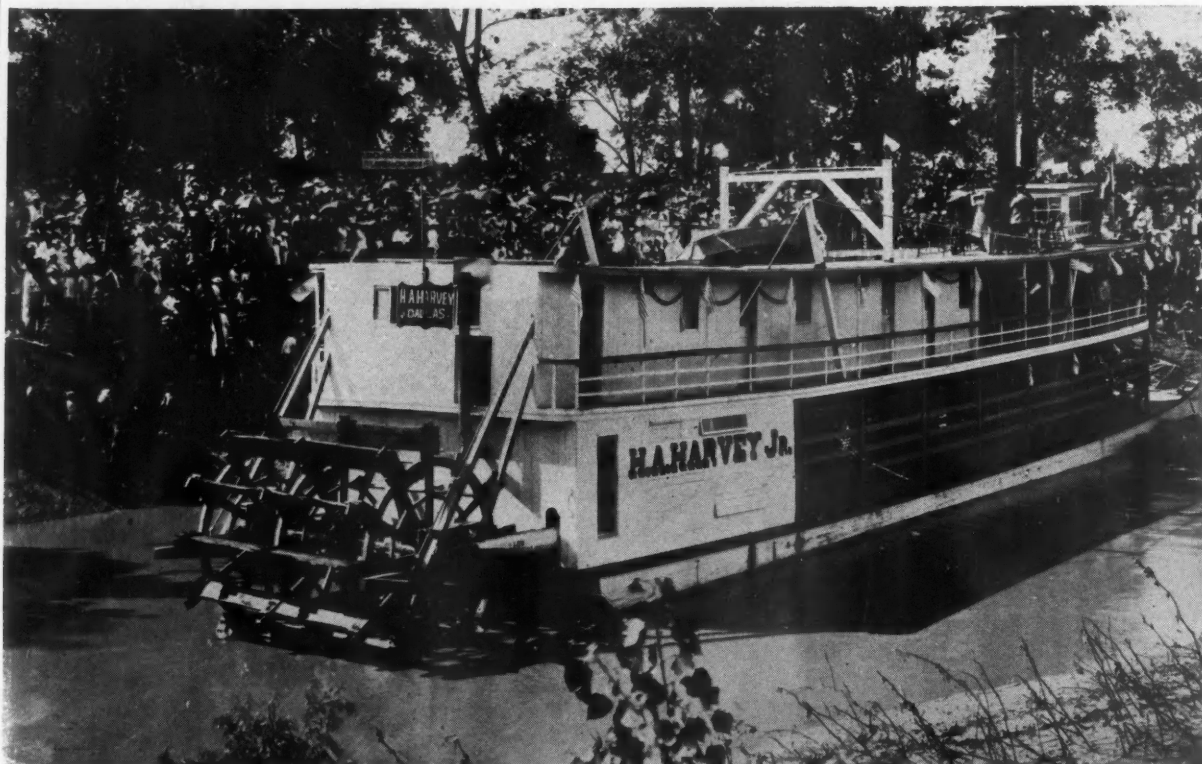
Another provision, giving a nine-foot channel from the river's mouth up to Liberty, will also spur extension of the barge route by showing the practical use to which the harnessed stream can be put. This project will revive traffic on the lower Trinity that began more than a century ago, well ahead of the parallel rail lines. Even in Dallas the boom of the steamboat whistle was heard four years before the first snort of the Iron Horse.

Despite snags and sand bars, pioneer steamboats regularly navigated the Trinity as far upstream as Liberty, and occasionally some of them penetrated to Magnolia, about ten miles west of Palestine. Bringing groceries, dry goods and other merchandise up from the coast, they carried down cotton, sugar and other farm products. The Scioto Bello steamed up the Trinity in 1836, and the Corroero went as far as Carolina landing in 1839.

At least two steamers plied the Trinity in the following year, one of them going up five hundred miles and bringing back a cargo that equaled a thousand bales of cotton and included such items as deer

(Continued on Page 19)

TRINITY NAVIGATION—Prospects for the reproduction of the scene below on a modern scale were brightened by the progress of Trinity River legislation in Congress during the past year. Pictured is the H. A. Harvey, Jr., as it landed in Dallas for the first time. The service was launched in 1893, and the boat plied between Dallas and McCommas Bluff, thirteen miles down the river.



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\$1,500,000 Asked for S.M.U. Expansion

A COMMUNITY-WIDE appeal for \$1,500,000 toward the long-range endowment and expansion program of building Southern Methodist University to rank eventually with the great universities of the country is being launched in Dallas this month.

This is the first time in twenty-three years that S.M.U. has asked public support for capital funds. Objectives of the appeal are to raise \$1,000,000 for endowment and \$500,000 for two buildings, a chemistry unit and a Student Union building, both vitally needed on the campus.

Residents of Dallas for as long as thirty years can remember when the Will Caruth pasture was a field of Johnson grass. Today that windswept hilltop is the site of the greatest cultural asset which the city or even the Southwest possesses. S. M. U. has grown side by side with Dallas into a great institution to serve a great metropolitan area. Noted educators appraising S.M.U. have declared that it has made as much progress in twenty-five years as the average college makes in one hundred years.

But no institution can rest on past achievement. To realize its maximum potentialities, S.M.U. must be equipped to meet the challenge of educational needs in the critical years ahead. For only by education can we develop the leadership necessary to preserve our American democracy and to place the United States in the dominant place in world affairs which is its rightful destiny. The challenge of the future is the education of our youth upon whom will fall the responsi-

bility of preserving the way of life for which we are now fighting.

Today Southern Methodist University has laid the foundations on which to build to true greatness. The non-profit institution is on a sound financial basis, operating on an annual budget in excess of \$1,000,000. It does not owe a dollar and cannot, under its charter. With a campus of

By R. L. Thornton

General Chairman, Endowment and Expansion Campaign for Southern Methodist University

133 acres, it owns fourteen permanent buildings valued in excess of \$4,000,000, a very nearly complete physical plant of land, buildings, equipment and campus improvements. It has the vision, the purpose and the opportunity to serve.

But it costs money to keep buildings in use. It costs money to maintain an outstanding faculty. In choosing instructors, a university gets exactly what it pays for, and to hire first rate instructors it must compete with other institutions in matters of salary.

The university must be financially equipped to maintain a scale of tuition and fees within the reach of those of moderate means, and at the same time to extend a helping hand to deserving young men and women unable to pay the cost of their education even on this basis. The

price of tuition may today be prohibiting the education of boys who may be our political leaders of twenty-five years from now.

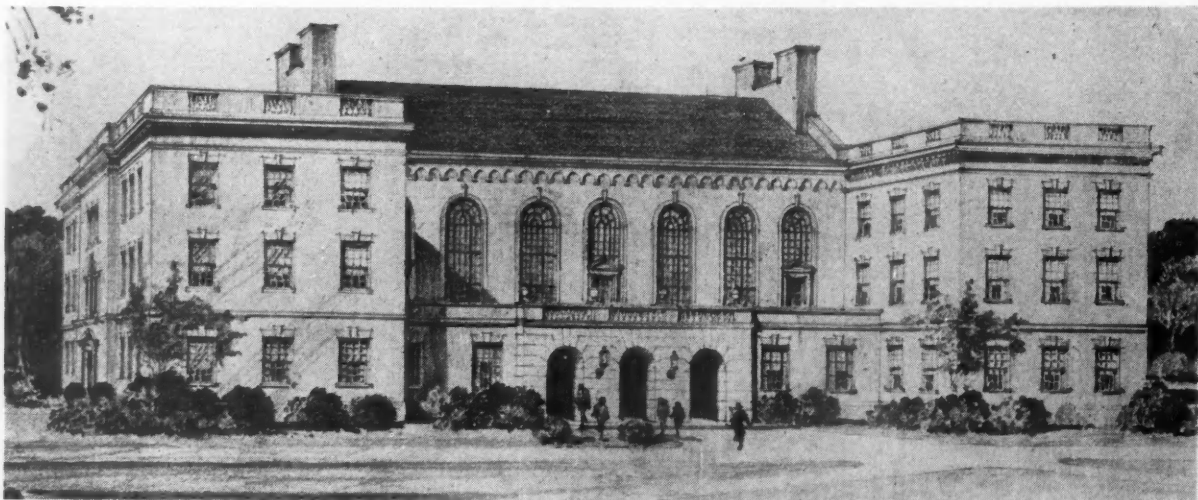
Since its founding, S.M.U. has given well over \$1,250,000 in free tuition to some 10,000 deserving young men and young women, many of whom would have been unable to attend college without this aid. It must be able to continue such work and to extend it further.

It is well known that no student ever pays the full cost of his education by his tuition, even when his parents are able to pay full rates. Interest from endowment pays the balance. Therefore, the quality of education which any institution can offer is determined by the amount of its endowment resources.

In contrast to its valuable physical assets, S.M.U. is handicapped by an endowment which has remained static for twenty years—a total of only \$2,500,000. The inadequacy of this sum can be forcibly shown by the comparison that Vanderbilt University, at Nashville, Tenn., has a normal student enrollment of 28 per cent less than S.M.U., yet it has almost ten times S.M.U.'s endowment.

All of the great privately endowed universities of the country, such as Yale, Harvard, Columbia, Princeton, Northwestern, University of Chicago and the others, have been built solely upon gifts of their friends and benefactors. So, also,

A GENERATION of student dreams come true will be the Student Union Building on the S. M. U. campus. The three-story structure, designed by Mark Lemmon, will provide a common meeting ground and center of activities for all students, regardless of affiliation. The building will cost \$400,000, of which amount greater Dallas is being asked for \$250,000. Over a period of years S. M. U. students have contributed \$75,000 toward the building fund, and another \$75,000 will be sought from alumni and former students outside of Dallas.



the only source to which S.M.U. can look for future growth is to its friends.

An industrial survey made here in 1940 estimated that S.M.U. is worth at least \$6,000,000 annually to Dallas, by virtue of its employees, its students and the visitors attracted here by university activities. Its student body, in the last normal year of 1940-41, represented 245 cities, towns and villages in Texas, thirty-four states outside of Texas and three foreign countries. Families moving to Dallas in order that their sons and daughters may attend the university contribute materially to the economic welfare of the community, as do those Dallas boys and girls who would have to go elsewhere were S.M.U. not here. Therefore, it is clear that, in addition to being the heart of our civic culture, S.M.U. has become a source of "big business" to the community.

Yet it is significant to note that the philanthropists who have bestowed substantial gifts upon Dallas' own S.M.U. have been, almost without exception, persons from outside the city. McFarlin Memorial Auditorium, Snyder Hall, Fondren Library, Kirby Hall, Perkins Hall and Joe Perkins Gymnasium have all been the gifts of benefactors from other cities. An exception to this rule is Dallas Hall, which was built by public subscription over thirty years ago.

It is time, therefore, that Dallas came forth again in united liberal action to advance the development of this civic asset which means so much to the community's growth and which many other cities might well envy.



R. L. THORNTON

The opportunity for Dallas to show its appreciation of S.M.U.'s worth is before us now. The opportunity to build it into the great school we envision is at hand. For the university is faced with the urgent need for more capital funds.

We have too much university for too little endowment. To fail to increase its resources at this time would be to cripple it at the threshold of the greatest opportunity for service in its history.

The most permanent form of all philanthropy is a gift to a university. More than a dozen of our great universities are older than our Government itself. Harvard is more than twice as old. It can be said in truth that "To make money immortal, invest it in man."

Typical uses to which income from additional endowment may be put include

the following: An endowment gift of \$100,000 will serve to maintain a full professorship. A gift of \$20,000 will support a fellowship in the Graduate School. A gift of \$7,500 will endow a scholarship in perpetuity. At 4 per cent, interest from this sum, of \$300 annually, will keep a worthy boy or girl in school down through the ages.

In addition to the \$1,000,000 addition to the endowment, which the current campaign will provide, the two buildings included in the campaign budget will fill two urgent immediate needs.

A science department of outstanding rank, to serve in the unprecedented era of scientific development which will follow the war, is envisioned by S.M.U. It is planning now toward the training of technicians, technologists and skilled research personnel who will be vitally needed to help America hold its own in an increasingly competitive world.

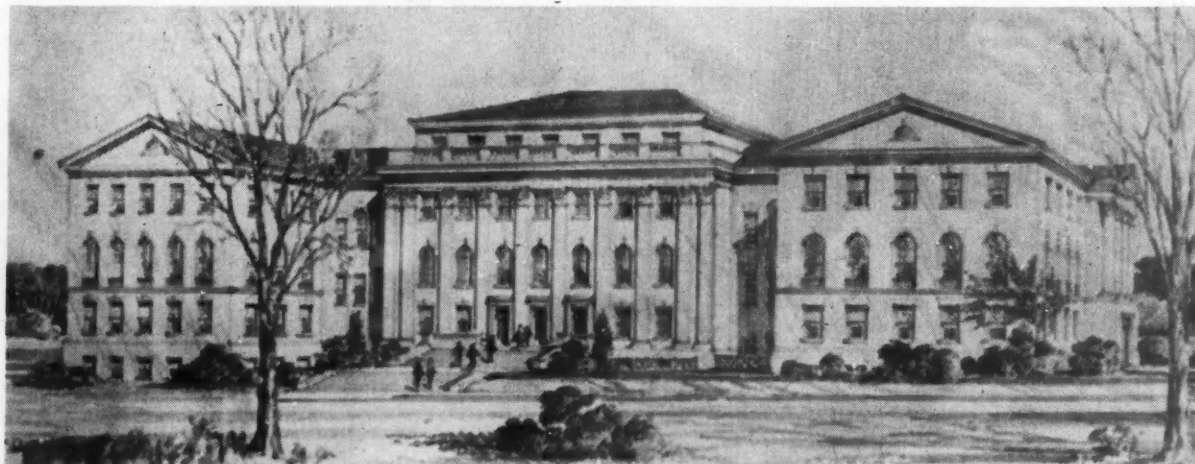
A major step in this direction has already been made with the recent establishment of the Institute of Technology and Plant Industry, designed to carry on scientific research, particularly in connection with development of the vast agricultural and allied potentialities of the Southwest.

Yet the science department at present is forced to use rooms already being utilized by other departments and the chemistry laboratories are crowded into inadequate and inappropriate basement quarters in Atkins Hall dormitory. Under such conditions, practical demonstrations are handicapped or altogether prevented.

Dr. Umphrey Lee, university president, has said: "Educational institutions that do not provide after the war for the best in scientific training will be hopelessly outmoded. A modern chemistry building is a necessity for the university, not only for the college, but the development of

(Continued on Page 23)

HOW THE SCIENCE BUILDING at Southern Methodist University will eventually appear is shown in the architect's drawing by Mark Lemmon. At the left is Hyer Hall, already built, and at right is the new \$250,000 chemistry unit to be provided by the current S. M. U. endowment and expansion campaign to give adequate housing at present for the university's Institute of Technology and Plant Industry and other science departments. The center unit, connecting the two buildings, will be constructed in the future as additional expansion is needed.



Industrialization "South of the Border"

MEXICO, although primarily an agricultural country, has for many years maintained its national economy largely through exports of minerals, principally silver and petroleum. The war has greatly strengthened prices and has substantially increased the exportation of minerals and metals, fibers and many other strategic materials, thereby making available increased revenues for financing internal improvements. This income from exports has been greatly augmented since 1942 by an inflow of foreign capital seeking investment, and the result has been the initiation of a large number of projects for agricultural development, industrial expansion and public works.

A new four-year plan of agricultural development implementing the original program of Mexico's agricultural rehabilitation was adopted by the Mexican government in June, 1942. The chief objectives are: A more equitable distribution of land among the agrarian population, greater production of agricultural crops required for national consumption and for export, and improvement of methods of farming and in the living conditions of the agrarian peasants. Mexico's 1944 budget provided about \$5,500,000 for the agricultural ministry and \$2,675,000 for continuing the agrarian program.

Broader bases for land distribution and more liberal credit facilities for farmers will continue to stimulate agrarian development, and the enhanced values of agricultural sales are providing increased public revenues and private funds and greater purchasing power generally. The six-year program of irrigation and drainage, under the direction of the National Irrigation Commission is designed to improve the irrigation of some 653,000 acres and to open an additional 1,081,000 acres to cultivation. Upon completion of the plan in 1946, irrigated areas in Mexico are expected to total more than 3,000,000 acres. It is estimated that more than 1,000,000 inhabitants will benefit from this program and that agricultural production may be doubled. The government plans to spend more than \$16,000,000 on irrigation works under way, which are designed to irrigate some 260,000 acres.

Of outstanding importance from the long-range point of view are the extensive surveys being undertaken by the National Irrigation Commission for the control of

flood waters in the states of Nayarit and Sinaloa. When preliminary surveys are completed plans will be made for the establishment of important hydraulic and hydroelectric works in these areas, including several large storage dams, irrigation and drainage developments, and defense works for towns in the flood areas. The Sinaloa Dam, a project in this development, is expected to provide irrigation for between 198,000 and 247,000 acres.

Mexico has made great advances in manufacturing in the past few years. Since 1940, some 186 new industrial com-

By Luis Perez Abreu
Consul of Mexico for North Texas
at Dallas

panies have been registered, representing a total capitalization of more than \$20,000,000. These new industrial enterprises include plants for the making of metallurgical products and metal manufactures, chemical and pharmaceutical preparations, food products, construction materials, and fibers, paper and cellulose.

In addition to expanding the facilities of the existing iron and steel mills at Monterrey and Mexico City, construction of a new rolling mill has been completed. Operation of the metal-foundry furnace has started, and the tubular works and cold rolling mill will follow shortly. Further expansion of these facilities is planned as soon as war conditions will permit.

Additional textile mills with new and modern equipment are planned for the immediate future. The textile industry, perhaps more than any other, has been handicapped by the necessity of using antiquated and worn-out machinery. At present the complete modernization of Mexico's many textile mills is under study, and preliminary estimates set the cost of rehabilitating these plants at approximately \$20,000,000.

To meet the heavy demands of industrial construction, the cement industry plans to triple at least its 1942 production of 584,000 tons. This will be done by increasing the capacity of existing plants, reopening plants previously in operation and installing several new units in various parts of the country. Estimated capacity is expected to aggregate 1,494,000 tons of cement.

Mexico hopes to develop, at least to the point of self-sufficiency, in other lines, including new industries in plywood, wood pulp, rayon, edible and industrial oils and various chemicals. Additional enterprises or the expansion of the existing facilities are also planned for dairy products, pharmaceutical specialties, toilet preparations, shoes and leather products, paper, asbestos, and automotive tires and tubes, and other rubber products.

The future of Mexico's mining industry will depend to a large extent on the future status of silver and on post-war prices for other metals in the international market. Other factors which may be expected to affect the development of the industry are the technical and mechanical improvements which may be introduced to enable the industry to compete with other leading producing nations; the greater utilization of newly discovered minerals or those developed as a result of the war; the development of roads into mining areas; and the growth of various national industries. Some expansion of coal mining may be expected, and a greater production of iron ore, manganese and other minerals for the manufacture of steel will be required for the expanding iron and steel industry. A greater variety and quantity of metals and minerals also will be consumed by the growing domestic chemical industry. The program of Petroleos Mexicanos, the government-owned Mexican petroleum company, for increasing and diversifying its production places special emphasis on the exploration of new oil fields, the expansion of distribution facilities within the country, and the reconditioning and modernization of its oil refineries. A credit of \$10,000,000 has recently been made available to Mexico by the Export-Import Bank of Washington for the installation of a refinery to produce high-octane gasoline. The company's construction program includes the establishment of a new paraffin-manufacturing plant costing \$150,000; a 1,200-bed hospital, and a public school at Poza Rica to cost \$523,000; new drilling and refinery equipment; and improved distribution facilities, including additional pipe lines, storage plants and filling stations.

The rehabilitation of Mexico's railway system, undertaken jointly by Mexico and the United States, is a major transportation project which will require sev-

eral years to complete. The present plan calls for an expenditure of approximately \$54,000,000 in ballast, cross ties, tracks, bridges, culverts, buildings, locomotives, and passenger and freight cars. The government's budget for 1944 set aside \$4,000,000 for railway construction work, and the United States Railway Mission in Mexico assigned \$2,061,000 to be applied to construction work on the lines between Monterrey and Mexico City and between Cordoba, Veracruz, and San Jeronimo, Oaxaca.

In addition to the rehabilitation of the main lines, the reconstruction of the United Railways of Yucatan is under study, and the completion of the railway extensions from Chihuahua and from Teneon to Pacific Coast ports will be undertaken, so as to facilitate direct transportation between east and west ports. Now under way is the extension of the Punta Penasco line, in the northwestern corner of the country, to connect the border town of Mexicali, Lower California, with the Southern Pacific Railway at Santa Ana, Sonora. In Mexico City a large union station is planned, at an estimated cost of \$12,300,000.

Highway construction in Mexico is being pushed as rapidly as possible to relieve the strain on the overburdened railroads. More than \$20,000,000 was budgeted for the 1944 program, which included approximately \$4,800,000 in federal aid to state road projects. Principal emphasis is being placed on completion of the Pan-American Highway to the Guatemalan border by late 1945 or early 1946, and nearly one-half of the 1944 appropriation for federal highways was spent on this work. In addition, the Mexican Health Department is planning a three-year program of sanitation works on the Pan-American Highway, to cost about \$3,500,000 a year. Secondary emphasis will be placed on the Mexico City-Ciudad Juarez Highway, on sections of the west coast highway between Nogales and Guadalajara, and on various links in the east-west projects across the country.

Particular attention will be given to stimulating post-war civil aviation, and plans are well under way for expanding commercial aviation on a large scale. Sections of the republic, at present without other means of communication, are to be serviced by newly licensed companies or by the expansion of the services of existing companies as soon as new and more up-to-date equipment becomes available. In project is the complete modernization of the Mexico City airport, at a cost of more than \$3,000,000, which will make it



LUIS PEREZ ABREU

one of the largest and best equipped in Latin-America. Six other important airports in the country are included in the modernization plan, and several new airports will be constructed.

The Federal Electricity Commission of Mexico announced that close to \$2,500,000 was spent for electrification during 1944. The largest single project was a thermal electrical plant in Veracruz, which required an expenditure of \$1,240,000. The Ixtapantongo project, already under construction, absorbed an additional \$271,000, and more than a dozen other electrification projects throughout the republic required the remainder of the allotment.

An outstanding hydroelectric project has been announced for developing power from the melting snows on one of the two volcanoes overlooking the Valley of Mexico. It is estimated that 150,000 horse power can be generated from this source. The initial project will include a plant to generate 50,000 horse power, which, it is reported, will relieve up to 58 per cent of the present shortage of electric power for industrial purposes in and around Mexico City and Puebla.

Work on the eight-mile water tunnel at Lerma is being pushed, in the hope of completing it in 1945. This tunnel will bring spring water from the Toluca Valley to the Lower Mexico Valley and will cost approximately \$6,500,000. It is designed to supply Mexico City with water sufficient for a population one and one-half times larger than the present one.

Revised plans for port development in

Mexico call for the renewal or expansion of several former projects. The construction of drydocks, piers, ways and railroad facilities at shipyards located at San Juan de Ulla, Veracruz, will cost approximately \$5,000,000. Work will start soon on the construction of new breakwaters and warehouses in the two terminal ports of the Tehuantepec Railroad, Puerto Mexico on the Gulf and Salina Cruz on the Pacific, and the reconstruction of the wharves and the dredging of the harbors will cost an approximated \$2,000,000.

Harbor improvements also are planned in Topolobampo, Sinaloa, which will serve as the Pacific terminus of the extended line of the Kansas City, Mexico and Orient Railroad from central Chihuahua. Workshops, drydocks, ship ways, and the like, under construction in the new shipyards at Tampico, for building ships from 500 to 6,000 tons net, will cost about \$3,000,000.

As the first major step in implementing Mexico's new social security law, plans were formulated for spending more than \$10,000,000 during 1944 for hospitals and clinics for the Institute of Social Security.

There is no doubt in my mind that there is going to be an exciting industrial period in Mexico and Latin-America in the post-war period. Because of the possibilities of expansion and industrialization and for the benefit of those who may fear the competition, may I say that my belief is to the contrary; that is, that such industrialization will mean additional purchasing power and increase in trade, just as developed between the United States and Great Britain.

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Manufacturers Reorganize for Expanded Program

PREPARATORY to the launching of a greatly expanded program for intensive development of the Dallas market for all fields of manufacturing and wholesaling, the Dallas Manufacturers' and Wholesalers' Association adopted a new constitution and by-laws at its annual meeting in December at the Hotel Adolphus. Approval of the reorganization plan followed incorporation of the association under a Texas charter.

Objectives of the new setup were key-noted by speakers who addressed the nearly 200 Dallas business leaders attending the banquet, presided over by Jack B. Dale, association president.

Foreseeing a wonderful future ahead for Dallas and a great diversification of interests, Lester Lorch, former president of the Dallas Fashion and Sportswear Center, declared that the time has come for streamlining the manufacturing and wholesaling organization.

"The association needs to be sectionalized, with each division doing for its particular field of manufacturing what is now being done in the women's apparel field," he said. "There should be a men's wear division, one for paper and printing,

another for durable goods including hardware, machinery and electrical appliances, a section for food products and the like. Only through a sectionalized organization can the various classes of manufacturers realize their full potentialities."

He listed Dallas needs as including a downtown auditorium, another large ho-

(Continued on Page 18)



SCENES AT ANNUAL DINNER of Dallas Manufacturers' and Wholesalers' Association: Top, left—William Z. Hayes, O. H. Mann, F. L. Edwards and E. L. Blanchard; top, center—Lester Lorch, L. O. Langley, Claud Cannon and W. J. Keller; top, right—A. R. Francis, Charles A. Moore, Gordon Edwards and Dewey Smallwood; center—Mrs. Gerald Miller and Mrs. Cecil Chaney; center, right—M. E. (Mark) Hannon with Cass County Kids; and bottom, left—Jack B. Dale, Mrs. Dale and A. H. Bailey. Pictured at speakers' table are, left to right, W. F. McLain, R. L. Thornton, Mr. Dale; W. W. Finlay and Mr. Lorch. Shown at long table are directors of the Dallas Manufacturers' and Wholesalers' Association and its subdivision, the Dallas Fashion and Sportswear Center, left to right: Mr. Hayes, J. Durrell Padgett, T. A. Harris, Mr. Moore, George F. Pierce, Lester Lief, Mr. Edwards, Frank Kidd, James W. Smith, Harold Young, Louis Selby and — Mr. Smallwood.

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CHAMBER RESUMES ANNUAL DINNER

DALLAS business, professional and industrial leaders who gathered at the Hotel Adolphus in December for the first annual membership meeting of the Dallas Chamber of Commerce since Pearl Harbor, took stock of the city's war achievements as a predicate for a pledge of continued maximum contribution to final victory and then gave earnest consideration to plans for and the

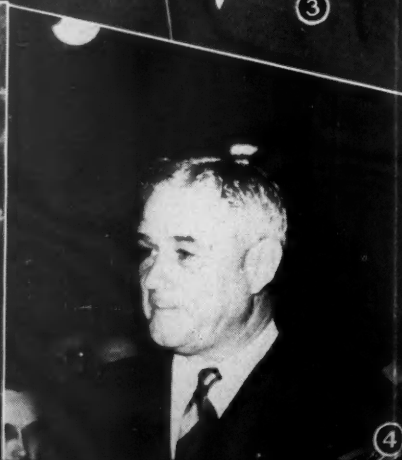
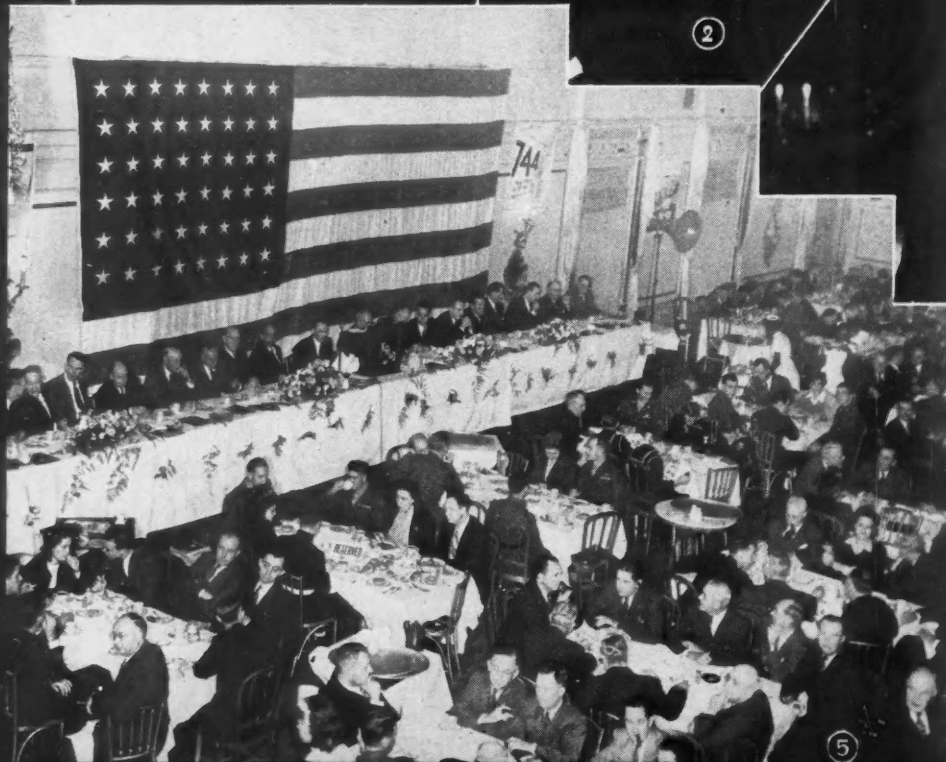
problems that will come with the day of general demobilization.

The speakers, presenting the program in two sections to develop this two-fold theme, were heard by more than 600 persons who attended the annual dinner, resumed this year after being suspended in 1941 when the United States entered the war.

B. F. McLain, Chamber president, who presided, opened the meeting with the declaration that winning the war must be the first consideration.

"It is to be definitely understood that whatever discussion may develop here regarding post-war planning carries the re-

DINNER SPEAKERS included (1) E. E. Shelton, (2) T. E. Braniff, (3) Frank Rader, and (4) Carl Rutland. Picture No. 5 shows Chamber directors seated at the long table, and at nearby tables Dallas war heroes home on leave from overseas who were guests of honor.



striction that no plan or activity must interfere with our maximum contribution to the war effort," he said.

"Dallas has rendered truly notable service in many phases of war activities. It would be tragic indeed if we impaired the effectiveness of our contribution by premature complacency. A realistic appraisal of existing world-wide conditions makes it only too clear that this war is not yet won. Under the circumstances, an intensification of our effort to attain victory is clearly imperative.

"It is well, however, to remember," he continued, "that a strong home front is necessary to support a strong battle front, and a sound post-war economy is essential to preserve both domestic and international peace. When we work to make Dallas a more effective war-time community, we are helping our sons on today's battlefields. When we plan for a better Dallas, we are establishing prosperity insurance for our returning veterans who will be here for many years to enjoy it after our generation is nothing but a memory.

"The responsibilities of those who have been given community leadership in a period like this are numerous and important, so important that the Dallas Chamber of Commerce felt that an annual meeting should be held at this time to consider these responsibilities, a meeting which we hope will accelerate our war activities and at the same time strengthen our determination to plan a post-war economy which will be worthy of the men who will return here after victory has been achieved."

First of the speakers to survey Dallas' war accomplishments was Andrew DeShong of North American Aviation, former staff member of the Dallas Chamber of Commerce, who pictured the outstanding contribution of the city's war workers in the production of shells, fragmentation bombs, blockbusters, jeeps, aircraft engines, planes, prefabricated housing, paper products, food and other materiel of war. He pointed out that North American Aviation's production of war planes—AT-6 Texan trainers, P-51 Mustang fighters and B-24 Liberator bombers—has totaled more than 18,750 planes.

Purchase of more than \$429,401,000 of War Bonds by the people of Dallas in the first five war loan drives was reported by E. E. Shelton, co-chairman of the War Finance Committee of Dallas County, who said that America's fighting men can be proud of the way Dallas has been backing them up.

Achievements of the Red Cross, includ-

ing the donation of more than 76,000 pints of blood through the Blood Donor Center, were summarized by H. E. English, vice chairman of the Dallas County Chapter of the Red Cross. R. G. McCord, 1944 campaign chairman for the War Chest of Dallas County, added to Dallas' list of war accomplishments the fact that Dallasites had oversubscribed the War Chest goal by 20 per cent.

An outline by several speakers of the plans in the making for providing the jobs that will be needed for Dallas County's returning service men and women was prompted by an inquiry from Lieut. Charles F. Sorgi, returned Dallas veteran wounded in combat in Italy, who asked what preparations, if any, are being made to aid the returning veterans in re-establishing themselves in civilian life.

First to answer was Lester Lorch, immediate past president of the Dallas Fashion and Sportswear Center, who forecast expanding opportunity in manufacturing including the apparel, textile, food processing and light machinery fields.

Victor H. Schoffelmayer, chairman of the Chamber's agricultural and livestock committee, pointed to a natural partnership between agriculture and industry and cited opportunities in the field of chemurgy.

The need for unified efforts on the part of citizens in providing an auditorium, a civic center, improved streets and other civic assets being incorporated in the master plan as well as the jobs these projects will provide were emphasized by Carl Rutland, director of the Greater Dallas Citizens' Committee.

T. E. Braniff, president of Braniff Airways, forecast a rapid expansion of aviation after the war and employment opportunities for thousands. Frank Rader, member of the faculty of the School of Business Administration at Southern Methodist University, described S.M.U.'s

post-war program already in the development stage.

Dale Miller, Washington representative of the Chamber, pictured the values that will accrue to Dallas from the flood control legislation, enacted at the recent session of Congress, and the rivers and harbors bill, which failed of passage but will be reintroduced in the coming session of Congress, both of which include Trinity River flood control and soil conservation projects.

Dr. E. H. Cary, president of the Southwestern Medical Foundation, told of the plans for the development of the Southwestern Medical College. Aid of the business and industrial leaders in filling the Cotton Bowl for the January 1 football game was asked by Dan D. Rogers, chairman of the Cotton Bowl Athletic Association.

(Continued on Page 25)

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Manufacturers Reorganize

(Continued from Page 14)

tel, a merchandise mart, loft buildings and additional entertainment facilities, including a nearby dude ranch to make recreation of a Texas flavor available to out-of-state buyers.

Echoing Mr. Lorch's suggestion for sectionalization, B. F. McLain, president of the Dallas Chamber of Commerce, forecast more intense competition between

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NEW WAR CHEST OFFICERS—Pictured looking over the annual report of the War Chest of Dallas County are the newly elected officers for the ensuing year: Mrs. John Hanna, vice president; D. A. Hulcy, president (seated), and, standing, left to right, Julius Schepps, vice president, and E. E. Shelton, treasurer. J. W. Simmons is also a newly elected vice president.

businesses and communities after the war.

"Dallas will benefit materially from continued decentralization of industry after the war, and you men in different branches of industry have a job to do in your own particular industry," he said. "Dallas has a fabulous future, second to none in the United States. May I urge that you plan now, and be unselfish and civic minded."

The admonition of R. L. Thornton, president of the Mercantile National Bank, was that the manufacturers and wholesalers should not be afraid of business after the war, but rather should be afraid of not being ready for business after the war.

"I'm not one to think there is a panic around the corner," he declared. "Of course, we face a transition period, but we can reconvert much quicker and more efficiently than we did from peace to war, and that was much quicker than people

thought it could be done, and we can plan, chart and think while winning the war."

W. W. Finlay, new vice president and general manager of the Guiberson Corporation, said that Texas has all the ingredients for tremendous post-war development—a vast inventory of natural

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resources, the know-how for industrial expansion and the ability to teach skills.

Pointing out that Dallas has the opportunity to become the Pan-American capital for foreign trade, he said that there is an enormous market south of the border.

"South America is not devastated by war, but it is hungry for goods," said Mr. Finlay.

He said that successful industry is the result of successful planning, not for next month or next year but for twenty years and longer.

"There is a danger in industrial planning that stems from the influence on our thinking that has developed during the war years from the fact that the United States Government has been our greatest banker," Mr. Finlay said. "But we can't continue the free enterprise system if we must depend upon the Government to finance us. It's our job. We must plan in terms of our own money, our own resources."

Trinity River

(Continued from Page 9)

skins and Indian scalps. Dallas' leadership in Trinity improvement was shown in 1849, when this city sent John Neely Bryan, John M. Crockett and the Rev. James A. Smith as delegates to a Huntsville convention on this subject. Three years later Congress authorized a survey of the Trinity, and in 1858 the Texas Legislature passed a rivers and harbors act under which a sand bar was removed from the Trinity's mouth.

Although more than a hundred boats were said to have steamed up the Trinity before the Civil War, hostilities caused the river traffic to decline and the channel to become clogged. But people in the landlocked area refused to be discouraged. In 1868 citizens of Dallas and Kaufman Counties raised \$15,000 to prove that the Trinity was navigable to Dallas. This bonus was claimed on May 5 of that year by Capt. James McGarvey when he tied up at the foot of Commerce Street his sixty-foot stern-wheeler, Job Boat No. 1, which had made the trip in a year and four days, with much time out for removing logs and snags and cutting overhanging branches.

Dallas feted Captain McGarvey as the harbinger of a new era and built here the 87-foot Sallie Haynes, which made several trips between this city and Magnolia before hitting a snag and sinking. In the peak season of 1868-69, Trinity boats carried 15,425 bales of cotton downstream. The opening of the first railroad to Dallas in 1872 hit the river traffic and

temporarily diverted interest from navigation. But soon the freight rates charged by the rail lines revived agitation for river carriers.

In 1890 Dallas began holding mass meetings in the interest of Trinity River canalization; and a Dallas lawyer, William C. Wolff, became so active and enthusiastic in this cause that he became known as Trinity River Wolff. At every political or other gathering he attended, he would pull from his pocket a resolution endorsing navigation of the Trinity and would seek its approval. In 1891, Dallas leaders formed the Trinity River Navigation and Improvement Company,

succeeded later by the Trinity River Navigation Company.

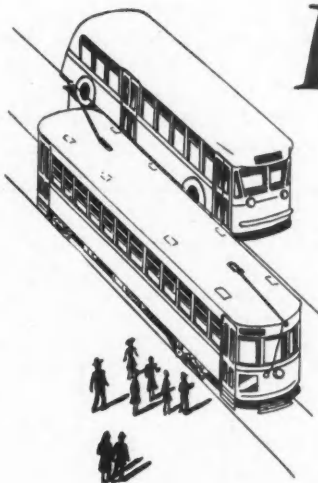
Early in 1893 this company bought the 113-foot steamboat, H. A. Harvey Jr. This ship's arrival in Dallas on May 24, two months and ten days out of Galveston, was the occasion for the biggest celebration this city had seen. The Harvey, piloted by Capt. J. W. Rodgers, had a capacity of 600 bales of cotton and 150 passengers and was driven by an engine of 100 horsepower. It was delayed by several bridges, and a span had to be removed from one at Hutchins.

Dallas greeted that dawn with a salute

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Unfortunately, the first World War halted this construction. New navigation companies were formed in 1916 and

Tenison Elected President of Dallas National Bank

Mr. Tenison, who is treasurer of the

Yet even this catastrophe failed to discourage the proponents of Trinity navigation. They saw freight being shipped from Kansas City to Houston cheaper than it could be shipped from Kansas City to Dallas. They saw rail lines charging more to haul a bale of cotton from Dallas to Galveston than steamships charged to

Dallas Chamber of Commerce, began his banking career in 1908 as a runner and collector for the old City National Bank, of which his father, the late E. C. Tenison, was president. Mr. Agee started with the Dallas National Bank in 1917 as a messenger. He now fills a newly created position as executive vice president and will serve as Mr. Tenison's assistant in the direction of the bank's affairs. Mr. Chancellor joined the Dallas Federal Reserve Bank in 1921 and was named cashier of the Houston branch last October.

In 1930 the Dallas Chamber of Commerce, long a leader in Trinity improvement, was joined by the Fort Worth Chamber in forming the Trinity River Canal Association to promote canalization of the channel. Later this body was broadened to include advocacy of soil conservation and flood control, and its name changed to Trinity Improvement Association. With John W. Carpenter as president and John M. Fouts as general manager, the association has been vigorous and persistent in furthering the interests of the Trinity watershed, both in Texas and in Washington.

The thirties brought two more Army surveys of the Trinity watershed, the latter embracing soil and water conservation, flood control, reclamation, water supply for municipal and industrial uses, irrigation and stream pollution, as well as navigation. The Department of Agriculture co-operated in this survey, and many thousands of square miles were photographed from airplanes. Meanwhile, a traffic study by the Department of Commerce had shown that the area to be served could move enough tonnage on the Trinity to make canalization pay.

The authorization now sought will make Federal funds relatively easy to obtain after the war. The progress made thus far does credit to the long, uphill fight made by the Trinity Improvement Association and other Texas agencies interested in the welfare of those who live in the Trinity watershed. Much more work will have to be done before barges and excursion boats are common sights in Dallas and this city obtains an equitable adjustment of freight rates.



Report on the Trinity

(Continued from Page 8)

not only were friends of the Trinity and other Texas projects active over a long period, but the combined efforts of those interested in many of the 300 projects in the bill affecting all parts of the United States were powerless to combat the curious dilemma which was produced by the technicalities of political procedure.

It must not be supposed that the comprehensive Trinity program was not considerably advanced, despite the failure of Congress to enact the Rivers and Harbors Bill. In the first place, the Flood Control Bill contained authorization of \$32,000,000 for the Trinity, in comparison with the \$19,000,000 authorization in the Rivers and Harbors Bill; and in the second place, as stated above, the Trinity program was not necessarily delayed by failure to enact the Rivers and Harbors Bill. This is true for the reason that the bill contained a stipulation that no projects could be begun until six months after the end of the war, and while the war in Europe should end during 1945, few reliable authorities predict an end of the war with Japan until 1946 or later. Passage of the Rivers and Harbors Bill during 1945, therefore, would probably permit construction on these projects to begin as soon as would have been the case if the bill had been enacted in the session just concluded. Passage of the bill had been sought early in order to give Government engineers more time to draw up plans and specifications for eventual construction, but it is probable that much of this planning can be undertaken regardless, particularly in view of the fact that consideration of the bill in Congress disclosed no opposition to the vast majority of projects in the bill.

As far as 1945 is concerned, it can be reported with emphasis that friends of the Trinity in Washington are joining with other supporters of rivers and harbors legislation to secure prompt reintroduction of the bill in the new session of Congress. No time will be lost in employing every possible legislative means to expedite consideration of a new bill, and confidence in ultimate success is fully justified. It can be said without fear of contradiction that the Trinity program is further advanced today than at any time in its history, and it will be further advanced during the course of the Seventy-Ninth Congress.

George Gibbons of Dallas has been elected vice president of the Mid-Continent Oil & Gas Association for Texas.

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Insurance Premiums are an operating cost which must be added to the price of your product to be sold in a highly competitive market.

I reduce this insurance cost by competent insurance engineering, both fire and casualty.

I have represented only capital stock insurance companies for forty years.



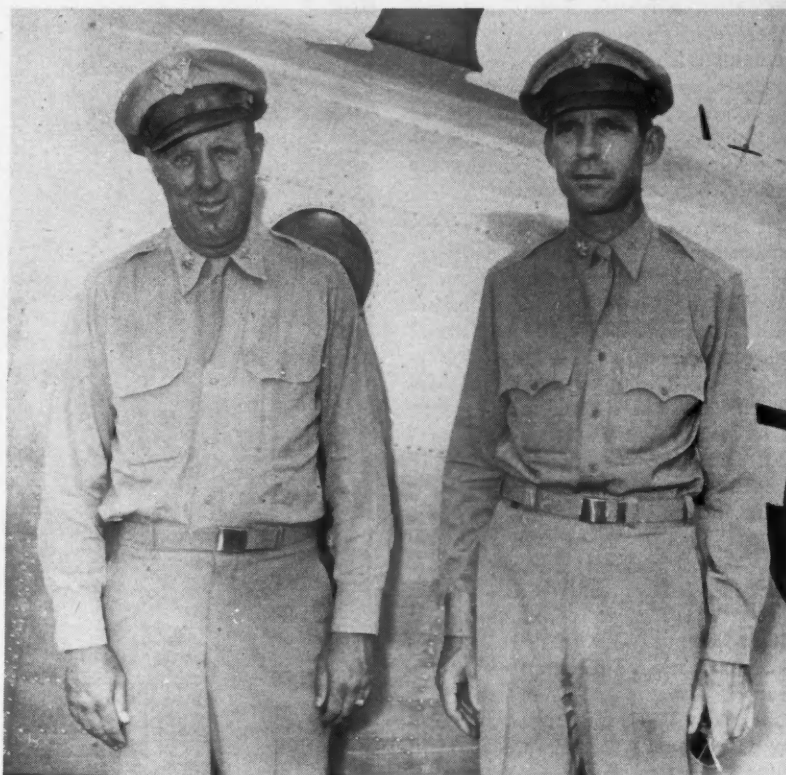
CRUGER T. SMITH

General Insurance

R-8624

Magnolia Building

Dallas New AACS Headquarters



Removal of the headquarters of the First Army Airways Communications System Wing from Chicago to Dallas last month has resulted in an important addition to Love Field, Fifth Ferrying Group base of the Air Transport Command.

Commanding officer of the new unit is Lieutenant Colonel Wilmer L. Allison (left), native Texan and former top-rank-

ing tennis player, who starred on the courts of the University of Texas and went on to win the national amateur tennis title in 1935. He is pictured with his executive officer, Lieutenant Colonel William A. Swearingen. Both men formerly lived at Austin, where for many years they were enthusiastic amateur radio "hams" before entering service with the Army.

Houston B. Watson has been made district apparatus and supply manager at Dallas for the Westinghouse Electric Supply Company.

New president of the Dallas Petroleum Geologists is **Henry Cortes**, Magnolia Petroleum Company. Other 1945 officers are **Cecil Green**, vice president; and **Willis Meyer**, secretary-treasurer. **Joseph M. Wilson** and **Henry Morgan** are members of the executive committee.

Hudson & Hudson

Industrial and Business Properties

Sales, Leases and Management

Praetorian Building

PHONE R-9349—DALLAS

Alex D. Hudson

James S. Hudson

R. C. Holbrook, whose business experience includes service with the Dallas Power & Light Company, Interstate Circuit and the Federal Reserve Bank, has become a member of the staff of junior executives of the Republic National Life Insurance Company of Dallas.

Fully-Paid Investment Certificates Issued \$100 to \$5,000

Insured by Federal Savings and Loan Insurance Corporation, Washington, D. C.

**METROPOLITAN BUILDING
& LOAN ASSOCIATION**

1400 MAIN STREET

R-5103



CHRISTMAS PARTY—Pictured are members of the staff of the Dallas Chamber of Commerce and guests who gathered in the board room December 23 for a merry round of food and fun and surprise gifts from Santa.

S. M. U. Campaign

(Continued from Page 11)

the institute depends upon adequate undergraduate and graduate chemical laboratories."

The \$250,000 chemistry unit to be provided by campaign funds will, with Hyer Hall, give adequate housing at present for the institute and other science departments.

The Student Union Building, also provided in the campaign budget, will, more than anything else on the campus, promote that practical democracy which lies at the root of our Government and institutions. It will provide that common meet-

ing ground and center of activities which many authorities agree are as important as those which are purely scholastic.

Sixty per cent of S.M.U.'s students come from Dallas homes. They must remain on the campus all day, but they have no campus home—no suitable place to spend their leisure hours. The Union will provide a common meeting ground for all students, with social facilities for all, regardless of affiliation.

How much the students themselves realize their need for this building is evidenced by the fund of \$75,000 they themselves have built up through the years by their own contributions toward its erection. Now it is up to their elders of greater Dallas and the ex-students who preceded them to help them with the balance.

It has been gratifying to see the enthusiasm which Dallas has evidenced in the opening days of this campaign. The major gifts solicitation is now underway, and the broad general appeal will follow January 15 to February 15. Early response has been splendid, but every last gift must be obtained to meet the goal in full, to build "a greater university for a greater city."

When Your Partner Dies

you liquidate or reorganize.

A buy-and-sell agreement needs cash to support it . . . let me explain.

Call R-8861!

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Representing
GREAT NATIONAL LIFE INSURANCE COMPANY



FILING CABINETS

Made of

WOOD

Yes, steel has gone to war, and that means steel filing cabinets are out for the duration. But that doesn't mean you can't get filing equipment.

Stewart has filing cabinets made of wood, which serve the purpose and look like steel cabinets. See them at 1523 Commerce Street.



SEVEN NEW DIRECTORS



W. B. CLAYTON



MILTON BROWN



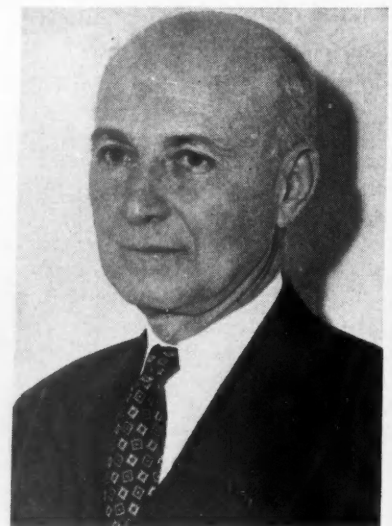
THEO P. BEASLEY



D. A. HULCY



STANLEY MARCUS



FLAKE WILLIAMS



CLYDE STEWART

Members of the Dallas Chamber of Commerce elected seven new directors for three-year terms during balloting which closed December 5. Pictured above, they are: Theo P. Beasley, Milton Brown, W. B. Clayton, D. A. Hulcy, Stanley Marcus,

Clyde Stewart and Flake Williams. Retiring board members are Nathan Adams, Fred F. Florence, John E. Mitchell, Jr., J. M. Penland, Walter L. Prehn and H. Fuller Stevens.



J. C. TENISON

New Chamber Officers

(Continued from Page 5)

of civic service. He served first as director of the Dallas Chamber of Commerce in 1938, 1939 and 1940. He is a member of the board and vice president of the Chamber of Commerce of the United States.

Following Mr. McLain's re-election as Chamber president, the "Dallas Times-Herald" commented editorially as follows: "It is gratifying that President B. F. McLain of the Dallas Chamber of Commerce is in position to accept re-election. During the two terms that he has served, he has given the city a high quality of war-time leadership.

"Next year will be another crucial period, and Mr. McLain has experience that will be valuable as new problems arise. He is not only familiar with conditions in Dallas and the Southwest as a whole, but has national prestige.

"Mr. McLain is not only industrious and tactful, but is always ready to put his shoulder to the wheel, when there is a job to be done, large or small. He gives his time generously, whenever he is called upon. In addition to this, he is unusually studious and has a clear conception of the part that Dallas and Texas should play in the national fields of business, industry and agriculture.

"The Dallas Chamber of Commerce is recognized as being one of the most con-



GEORGE WAVERLEY BRIGGS

structive and aggressive organizations of its kind in the United States, and President McLain, with the assistance of his able staff, is building up this enviable reputation in spite of the handicaps of war."

Annual Meeting

(Continued from Page 17)

"Our speakers this evening have given us gratifying reports on our war activities and our post-war prospects," said Mr. McLain in his closing remarks. "For obvious reasons they could not cover all our contributions to the war effort nor all our post-war plans. We have advisedly called on a rather large number of speakers because we believe community achievement must result from the collective effort of many hands, many minds and many hearts.

"The Chamber of Commerce that cannot weld collective effort can hardly hope to meet the problems which will confront every city in the transition period after the war. The projects discussed here tonight are just part of those which have had the support and cooperation of our

organization in the past year. They are typical of the activities which in the aggregate make a city outstanding. Fostering them is a natural function of a Chamber of Commerce. Our organization is determined to perform that function in a manner worthy of this city.

"We in Dallas have the advantage of the splendid tradition of the Dallas spirit. Our tradition should be an inspiration to help us form a greater, finer city. But to believe that the Dallas spirit will always exist could be a snare and illusion. We cannot keep it alive through lip service. Pride of achievement can be a great asset to a community, but it can also be an opiate that saps our energy if we live in the past and do not take full advantage of the opportunities of the present. The fact that Dallas is a great metropolitan center has been an effective asset to our country during this war period. Much of the credit for the development that enabled this city to contribute substantially to the war effort must go to the civic leaders of other days who created here the facilities which our country has used to such good advantage in its hour of need.

"There are indeed many factors that developed this community from a small frontier settlement to a metropolis in a comparatively few years. The future with its new possibilities and wider horizons will involve even more numerous and diversified factors inherent in the complexities of the age of rapid changes which will follow the war, an age of opportunities for the alert and progressive but of great danger for those who do not adjust themselves to its tempo, for while we are entering a period of fascinating possibilities we are also entering an era of intense competition between cities, competition which can only be met through intelligent planning, active leadership and unselfish co-operation. We are on the threshold of a potentially fabulous future.

"Let us resolve to unite and make our potentialities assured realities."



A TRULY FINE TEXAS BEER

More and more, North Texas folks enjoy BLUE-BONNET BEER every day. Join the crowds who ask FIRST for this truly fine extra pale lager beverage.

Dallas-Fort Worth Brewing Co.
DALLAS, TEXAS

ROLLINS & FORREST CONSULTING ENGINEERS

Prætorian Building

Phone C-4200

Dallas

Schoeffelmayer Heads New Chemurgic Council

Heading Texas' first Chemurgic Council, set up at a Dallas meeting in December as a permanent working organization to step up the use of the state's vast resources, is Victor H. Schoeffelmayer, chairman of the agricultural and livestock committee of the Dallas Chamber of Commerce. The advisory board includes the following from Dallas: John W. Carpenter, K. C. Frazier, Dr. C. L. Lundell, and Hartwell Jalonick.

Jeff Stinson has been re-elected special judge of the Ninety-Fifth District Court for the January term by members of the Bar Association of Dallas.

Albert J. Biggio, Jr., of Dallas is the 1945 president of the Texas Seedsmen's Association, having formerly been secretary-treasurer.

C. G. Adams, secretary-treasurer of Braniff Airways, has been elected president of the Airline Finance and Accounting Conference, a division of the Air Transport Association.



GRAND CHAMPION STEER—"Bud", grand champion of the recent Greater Pan-American Hereford Exposition, earned \$2.55 per pound for his owner, Joe Ben Whitaker, 4-H Club boy of Jolly, Clay County, Texas, when Sanger Brothers paid \$2,057 for the steer and donated the carcass to the service men at Ashburn General Hospital, McKinney. Pictured with "Bud" are, left to right, E. P. Simmons, president, Sanger Brothers; Eli Sanger, vice president, and Joe.

"Keep 'Em



Seeing"

EYE GLASSES

All complete
for as low
as \$6⁹⁵

MAIN
OPTICAL CO.

1927 Main Street
5401 East Grand Avenue
2002 Greenville Avenue
248 West Jefferson

Master Street Plan

(Continued from Page 7)

tracks to Mockingbird Lane and into Coit Road.

Other proposed important street projects include extension of Commerce northeast onto the Santa Fe right-of-way and removal of the Santa Fe tracks, using the railroad right-of-way as a boulevard to relieve Grand Avenue and Gaston of its present traffic load; possible removal of tracks from the Cotton Belt right-of-way to give another direct route to the Park Cities; and the possibility of a cut-off from Central Boulevard to the lower end of town via Cochran for the convenience of motorists wishing to go west of the business district.

Routes of the interregionals, too long to detail here, cover portions within the city of Highway 80 from the east, coming from Terrell; Highway 67 from the northeast, coming from Greenville; Highway 77 from the northwest, also known as the Denton Road; Highway 80

from the west, coming from Fort Worth; Highway 77 from the southwest; and Highway 75 from the southeast.

Considerable interest in the areas affected has also been evidenced at neighborhood meetings in widening and connecting of Inwood Road through to Hampton and out to the Redbird Airport site on Highway 67; in the extension of Haskell Avenue from Cole into Blackburn with passageway into Oak Lawn; and in the widening of Live Oak from Pacific Avenue to Harwood, to meet the width from Harwood to Hall, and then an extension of this widening from Hall to Bryan Parkway, into Lindell, thence into Skillman.

A study of the flow of traffic in the central business district bounded roughly by Houston, Ross, Harwood, Pacific, Preston and Young has been used as a basis for planning the eventual widening of parts of Ross, Young, Akard, Ervay, St. Paul, Pearl, Live Oak, Bryan, San Jacinto and Federal Streets to six or more lanes.

Dallas Pioneers

Years of Progress INVITE Greater Confidence

Old firms like old friends have demonstrated their worth through years of plenty and lean years of hardship. The concerns listed on this page have an enviable record and are known as "old friends" by thousands of customers and people living in this section.

Established

1869 Padgett Bros. Company

76 Years (See Photo No. 1)
Leather Goods—Wholesale and Retail

1869 The Schoellkopf Co.

76 Years (See Photo No. 2)
Manufacturers and Wholesale Distributors

1872 Dallas Ry. & Term. Co.

73 Years (See Photo No. 3)
Street Railways

1872 Sanger Bros.

73 Years in Dallas (See Photo No. 8)
88 Years in Texas
Retail Department Store

1875 Dallas Trans. & Term. Warehouse Company

70 Years (See Photo No. 4)
Warehousing, Transportation and Distribution

1875 First Natl. Bank in Dallas

70 Years (See Photo No. 5)
Banking

1876 Trezevant & Cochran

69 Years (See Photo No. 6)
Insurance General Agents

1876 Fakes & Company

69 Years (See Photo No. 7)
Furnishing Texas Homes Since 1876

1885 Mosher Steel Co.

60 Years (See Photo No. 9)
Structural Reinforcing Steel and Machinery Repairs

1889 J. W. Lindsley & Co.

56 Years (See Photo No. 10)
Real Estate, Insurance

1890 William S. Henson, Inc.

(Successors to J. M. Colville & Son)
55 Years (See Photo No. 11)
Printing and Advertising

1893 Fleming & Sons, Inc.

52 Years (See Photo No. 12)
Manufacturers—Paper and Paper Products

1896 Briggs-Weaver Machinery Company

49 Years (See Photo No. 13)
Industrial Machinery and Supplies

Established

1899 Dallas Plumbing Co., Inc.

46 Years (See Photo No. 14)
Plumbers

1900 John Deere Plow Co.

45 Years (See Photo No. 15)
Agricultural Implements

1903 Dallas National Bank

42 Years (See Photo No. 16)
Banking

1903 Acme Screen Co.

42 Years (See Photo No. 17)
Ac-Ka-Me Products, Insect Screens, Cabinets, Lockers, Boxes and Venetian Blinds

1903 Republic Insurance Co.

42 Years (See Photo No. 18)
Writing Fire, Tornado, Allied Lines, Automobile and Inland Marine Insurance

1903 First Texas Chemical Mfg. Company

42 Years (See Photo No. 19)
Pharmaceutical Manufacturers

1904 Atlas Metal Works

41 Years (See Photo No. 20)
Sheet Metal Manufacturers

1906 Hesse Envelope Co.

39 Years (See Photo No. 21)
Manufacturers of Envelopes & File Folders

1909 Hutchinson-Bonner & Burleson

36 Years (See Photo No. 22)
Certified Public Accountants

1909 The Southern Supply Co.

36 Years (See Photo No. 23)
Wholesale Hardware and Industrial Supplies

1911 Graham-Brown Shoe Co.

34 Years (See Photo No. 24)
Manufacturing Wholesalers

1912 Stewart Office Supply Co.

33 Years (See Photo No. 25)
Stationers—Office Outfitters

1914 Texas Employers Ins. Assn.

31 Years (See Photo No. 26)
Workmen's Compensation Insurance

(Advertisement)

Two **BIG JOBS FOR 1945**



TO HELP WIN THE WAR!

As the pace and intensity of our war effort increase, so must our War Bond buying be continued and enlarged upon to occupy a vital place on our program for the New Year. War Bond purchases provide sinews of fresh strength to bring the glorious day of Victory nearer, emphasize our individual and patriotic support, and bring our valiant boys home sooner!

PLAN

FOR NEW BUSINESS

Even as recapitulation and appraisal are made of progress and accomplishments of 1944, so must plans be in the making for new business during 1945. Stability of our postwar economic structure depends on it... full employment of our returning service men, as well as those on the home front, and future security call for development of new business. We're endowed with unlimited potentials which can be activated through comprehensive planning now.



MERCANTILE NATIONAL BANK

AT DALLAS **RESOURCES OVER \$100,000,000**

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

5

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